



ALAMEDA COUNTY CONGESTION MANAGEMENT AGENCY

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News Release

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East Bay SMART Corridors to Showcase Intelligent Transportation at ITS World Congress November 6 – 10, 2005

The East Bay SMART Corridors Program will showcase its innovative and unique ITS system at this year's ITS World Congress. The 12th Annual World Congress on Intelligent Transport Systems (ITS) will be held at the Moscone Center in Downtown San Francisco November 6 through 10, 2005.

At the East Bay SMART Corridors booth (number 1619), the Program will spotlight an innovative system of integrated technology, unique public-agency partnerships and result-driven improvements. In addition to interactive demonstrations and displays, the booth will be equipped with digital video monitors displaying the overall approach to the program and the dynamic tools that have been integral in making the Program a complete success, including:

1. Program Partnerships;
2. Emergency Service and Transit Improvements, and;
3. Partnership with AC Transit's Rapid Bus Program.

Vivid visual graphics, cutting edge equipment and eye-catching digital video displays on oversized flat-panel monitors at booth 1619 will illustrate the innovative System Architecture of East Bay SMART and Rapid Bus technologies. The booth presentation will reveal how the Program is organized including the relationship between each piece of equipment by demonstrating the individual components of the East Bay SMART Corridors Program. Technical experts and traffic engineers will be on hand at the SMART Corridors booth to answer visitor and delegate questions and provide one-on-one demonstrations upon request.

"The SMART Corridors Program is the amalgamation of ITS technologies successfully implemented to improve the safety, reliability and convenience of the Bay Area transportation system, from surface roads and freeways to transit to bicycles and pedestrians," said Cyrus Minoofar, East Bay SMART Corridors Program Manager.

The Real-Time Transit/East Bay SMART Corridors Program technical tour will be held on Tuesday, November 8 beginning at 9:00 a.m. at the Moscone Center with a presentation on East Bay SMART Corridors Program technologies including the SMART Corridors Website (www.smartcorridors.com), highlighting real-time camera feed and live incident data. Next, SMART Corridors hardware will be demonstrated, including camera, radar and signal priority equipment employed at intersections throughout the East Bay. Attendees will then travel to Jack London Square in Oakland by ferry to experience a ride on San Pablo Rapid Bus to Downtown Oakland. The tour will end at the 12th Street BART Station where attendees will take BART back to the San Francisco Powell Station arriving by 2:00 p.m.

The ITS World Congress is held every fall in either the United States, Europe or Asia. It is designed to provide elected officials and the public with first hand experiences of the benefits of ITS services and systems. Over five thousand individuals will attend the 12th Annual ITS World Congress to exchange ideas, ask questions and gather information to inform transportation decision-making world-wide and locally.